

## Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 CIAE-00 INR-07 NSAE-00

/027 W

----- 109188

O R 030930Z OCT 75

FM AMEMBASSY VALLETTA

TO AMCONSUL MILAN IMMEDIATE

INFO AMEMBASSY ROME

SECSTATE WASHDC 6469

UNCLAS VALLETTA 1159

E.O. 11652: N/A

TAGS: ETRA, MT. IT

SUBJECT: MALTESE TRADE FAIR OFFICIALS TO VISIT MILAN TRADE CENTER

1. MESSRS. CASAPINTA AND ZAMMIT, MALTESE BUSINESSMEN AND OFFICIALS OF THE MALTA TRADE FAIR CORPORATION, PLAN TO CONTACT MILAN TRADE CENTER OCTOBER 3 TO DISCUSS INCREASED U.S. PARTICIPATION IN MALTA'S ANNUAL (JULY 1-15) INTERNATIONAL FAIR.

2. MOTIVATION FOR THIS MALTESE INITIATIVE STEMS FROM LOCAL NEWSPAPER ARTICLE BY IV GANTEE A. MONTANARO WHO RECENTLY RETURNED FROM U.S. VISIT WHICH INCLUDED DISCUSSIONS WITH DOC OFFICIALS. MONTANARO QUOTES LATTER AS SAYING "A POSITIVE AMERICAN MOVE IS NOW ON FOR GREATER PARTICIPATION BY AMERICAN FIRMS IN MALTA'S YEARLY INTERNATIONAL FAIR", THAT "AS FROM NEXT YEAR..PARTICIPATION...WILL COME UNDER THE MILAN TRADE CENTER", AND THAT "THIS NEW LINK WITH THE MALTA INT'L. FAIR IS A PRACTICAL SIGN OF U.S. WILLINGNESS TO HELP MALTA IN THE DIFFICULT TASK OF SEEKING TO DIVERSIFY THE ECONOMY BY ATTRACING INDUSTRIAL ENTERPRISE..."

3. MONTANARO'S ARTICLE GIVES THE MISTAKEN IMPRESSION THAT MALTA HAS JUST NOW COME WITHIN THE MILAN TRADE CENTER REGION AND THAT THIS HAS IMPORTANT SIGNIFICANCE FOR EXPANDED COMMERCIAL COOPERATION BETWEEN MALTA AND THE U.S. AFTER TALKING WITH MONTANARO, EMBASSY HAS INFORMED

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MALTA FAIR CORP. PRESIDENT FRANCO MASINI THAT MONTANARO

DOES NOT SEEM TO HAVE A COMPLETE UNDERSTANDING OF  
TC OPERATIONS AND RESPONSIBILITIES AND HAS SOMEWHAT  
OVERSTATED HIS CASE.

4. EMBASSY UNAWARE OF ANY NEWLY DEVELOPED INTEREST IN  
MALTA TRADE FAIR BY DOC OR MILAN TC. IN ANY CASE, EVERY COURTESY TO  
MESSRS. CASAPINTA AND ZAMMIT WOULD BE APPRECIATED. SMITH

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